

WLUC-TV
EEO PUBLIC FILE REPORT
June 1, 2021 – May 31, 2022

I. VACANCY LIST

See Section II, the “Master Recruitment Source List” (“MRSL”) for recruitment source data

Job Title	Recruitment Sources (“RS”) Used to Fill Vacancy	RS Referring Hiree
Account Executive (2)	1, 2,3,4,5,6,7,8,9,10 11,12,13, 14,15,16,17,18,19,20,21,22,23,24,25	8, 8
Local Sales Assistant	1, 2,3,4,5,6,7,8,9,10 11,12,13, 14,15,16,17,18,19,20,21,22,23,24,25	8
Morning Live Videographer (2)	1, 2,3,4,5,6,7,8,9,10 11,12,13, 14,15,16,17,18,19,20,21,22,23,24,25	6, 6
Sports Anchor/Multimedia Journalist	1, 2,3,4,5,6,7,8,9,10 11,12,13, 14,15,16,17,18,19,20,21,22,23,24,25	25
Bureau Multimedia Journalist (2)	1, 2,3,4,5,6,7,8,9,10 11,12,13, 14,15,16,17,18,19,20,21,22,23,24,25	6, 6
Weekend Meteorologist	1, 2,3,4,5,6,7,8,9,10 11,12,13, 14,15,16,17,18,19,20,21,22,23,24,25	6
Creative Services Manager	1, 2,3,4,5,6,7,8,9,10 11,12,13, 14,15,16,17,18,19,20,21,22,23,24,25	24
Videographer (2)	1, 2,3,4,5,6,7,8,9,10 11,12,13, 14,15,16,17,18,19,20,21,22,23,24,25	6, 8
Multi-Media Journalist	1, 2,3,4,5,6,7,8,9,10 11,12,13, 14,15,16,17,18,19,20,21,22,23,24,25	24
Technical Media Producer	1, 2,3,4,5,6,7,8,9,10 11,12,13, 14,15,16,17,18,19,20,21,22,23,24,25	16
Morning Producer (2)	1, 2,3,4,5,6,7,8,9,10 11,12,13, 14,15,16,17,18,19,20,21,22,23,24,25	8, 24
Digital Content Manager	1, 2,3,4,5,6,7,8,9,10 11,12,13, 14,15,16,17,18,19,20,21,22,23,24,25	24
Evening News Anchor (3)	1, 2,3,4,5,6,7,8,9,10 11,12,13, 14,15,16,17,18,19,20,21,22,23,24,25	6, 6, 24
Assignment Editor	1, 2,3,4,5,6,7,8,9,10 11,12,13, 14,15,16,17,18,19,20,21,22,23,24,25	24

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II. MASTER RECRUITMENT SOURCE LIST ("MRS")

	Recruiting Source (RS)	Street	City/State	Contact	Phone	Fax	email	website	Source Entitled to Vacancy Notification ? (Yes/No)	# of Interviews Referred by RS Over Reporting Period
1	Bay de Noc Community College	2001 N. Lincoln Road	Escanaba, MI 49829	Kathy Wolak	906-217-4117	906-789-6952	wolakk@baycollege.edu		N	
2	Bay Mills Indian Community	10001 W. Lakeshore Dr.,	Brimley, MI 49715	L. John Lufkins	906-248-3241	906-248-3283			Y	
3	Central Michigan University	Warriner Hall 102	Mount Pleasant, MI 48859	Career Services	989-774-3076		bca@cmich.edu	www.cmich.edu	N	
4	Collective Talent	26150 Hersheyvale	Franklin, MI 48025	Michael Bille			bille@michaelsmedia.com	www.michaelsmedia.com	N	
5	Colorado Media School	404 South Upham St	Lakewood, CO 80226	Terry Cuff	303-937-7070		tcuff@beonair.com	www.beonair.com	Y	
6	Gray Television, Inc.	4370 Peachtree Road, NE	Atlanta, GA 30319					https://gray.tv/careers#currentopenings	N	24
7	Howard University	5258 Bryant St. NW	Washington DC 20059	Carol Dudley			cdudley@howard.edu	www.howard.edu	N	
8	Indeed.com	7501 N. Capital of Texas Highway, Building B	Austin, TX 78737	Online entry	800-462-5842			www.indeed.com	N	15
9	Ishpeming Salvation Army	222 East Division Street	Ishpeming, MI 49849	Liz Nevala	906-486-8121		elne33@yahoo.com		Y	
10	Ithaca College	335 Park School of Communications, 953 Danby Road	Ithaca, NY 14850	Eloise Green			eloise@ithaca.edu	www.ithaca.edu	N	
11	Keweenaw Bay Indian Community	16429 Beartown Road	Baraga, MI 49908	Hope Laramore	906-353-6623	906-353-8068	hope@kbic-nsn.gov	www.kbic-nsn.gov	Y	
12	Lake Superior Community Partnership	501 South Front Street	Marquette, MI 49855	Amy Clickner	906-226-6591		lscp@marquette.org	www.marquette.org	Y	
13	Lake Superior State University	650 W. Easterday Avenue	Sault Ste. Marie, MI 49783	Geralyn Narkiewicz	906-635-2228		gnarkiewicz@lssu.edu		Y	
14	Media Match	8112 1/2 West 3rd Street	Los Angeles, CA 90048	Tammy Romaniuk			info@media-match.com	www.media-match.com	N	
15	Michigan Association of Broadcasters	819 N. Washington Ave.	Lansing, MI 48909	Online entry				www.michmab.com	N	
16	Northern Michigan University	1401 Presque Isle Ave.	Marquette, MI 49855	Career Services	906-227-2800		careers@nmu.edu	www.nmu.edu	Y	2
17	Pure Michigan Talent Connect	300 North Washington Square	Lansing, MI 48913	Online entry	888-522-0103			www.mitalent.org	Y	
18	Specs Howard School of Broadcast Arts	23801 Industrial Park Dr.	Farmington Hills, MI 48334	Nancy Shiner	248-358-9000	248-746-9772	nshiner@specshoward.edu	www.specshoward.edu	N	
19	Specs Howard School of Media Arts	19900 West 9-Mile Road	Southfield, MI 48075					www.specshoward.edu	N	
20	Talent Dynamics	600 Las Colinas Blvd., Suite 100	Irving, TX 75039					www.talentedynamics.com	N	
21	TVJobs.com	PO Box 4116	Oceanside, CA 92052	Mark Holloway			admin@tvjobs.com	www.tvjobs.com	N	
22	US Army Wounded Warrior Program	200 Stovall St., Room 7N53	Alexandria, VA 22332	Vicki Mullen			Vicki.H.Mullen.Civ@mail.mil		N	
23	Walter Cronkite School of Journalism	555 N. Central Avenue, Suite 302	Phoenix, AZ 85004	Michael Wong			Mike.Wong@asu.edu		N	
24	WLUC-TV Bulletin Board/Employee Referral	177 US 41 East	Negaunee, MI 49866	Kathi Fosburg	906-315-4294	906-475-4824	kfosburg@wluctv6.com	www.UpperMichigansSource.com	N	12
25	Other	Upon Inquiry, the candidate identified a source that was not affirmatively contacted by the station as part of the recruitment process.							N	3

TOTAL INTERVIEWEES OVER REPORTING PERIOD:

56

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III. RECRUITMENT INITIATIVES

	Type Of Recruitment Initiative (Menu Selection)	Brief Description Of Activity
1	List every (including upper-level category) job opening in a Job Bank of organizations that include substantial participation by women or minorities.	WLUC's Master List of Recruitment Sources is used for all part-time and full-time job openings. WLUC's Master List includes numerous organizations that target minority job seekers. We also air a thirty-second ad each week asking anyone who would like to be added to our list to call or write us for inclusion.
2	Participate in Events Sponsored by Community Groups interested in Broadcast Employment Opportunities. (3)	<p>Jan 7-9, 2022, our Operations Manager and an Evening Anchor/Producer served as judges/commentators for the Business Professionals of America 2022 regional competition, specifically judging and offering feedback on the Broadcast News Production teams.</p> <p>On 12-2-21, we held a station tour for the Lake Superior Community Partnership's Leadership Academy. 28 young local business professionals participated in the tour, which included presentations from our News Director, Operations Manager, and General Manager about the various operations of the station and the different career opportunities available in broadcast television.</p> <p>Two of our Creative Producers participated as judges in the 2022 Michigan Student Broadcast Awards. There were 495 entries from high school and college broadcasting students statewide.</p>

3	Participate in Job Fair (1)	<p>On 10-27-2021, our Sales Manager, News Director, and Operations Manager participated in the Fall Job Fair at Northern Michigan University.</p>
4	Participate in Events or Programs Sponsored by Education Institutions Relating to Careers in Broadcasting (2)	<p>On 9-14-21, a bureau Multi-Media Journalist spoke to a group of about 30 8th and 9th grade students at Vulcan middle school during their Careers class. He spoke about his path to his current job, what his day looks like performing his job, the qualifications for his position, and the difference between a journalist and a commentator.</p> <p>On 1-28-22, a bureau Multi-media Journalist spoke to another group of about 30 8th and 9th grade students at Vulcan middle school during their Careers class. He spoke about his position as a journalist, what the job of a journalist entails including qualifications, responsibilities, and what makes it an important job.</p>
5	Provide EEO Training to Management Level Personnel (3)	<p>On Feb 17, 2022, our Office Manager participated in a training on the FCC's EEO Rules and Regulations provided by Joan Stewart of Wiley Rein, LLP.</p> <p>In June 2021, our Operations Manager participated in a training series "DEI and Racial Equity" from Adaway Consulting, a program developed for Gray Television. Information covered in this training included: how biases influence interaction and decision making and ways to mitigate them, how to identify and avoid implicit bias and microaggression in media, how to champion equity and inclusion, handling conflict, how to avoid common faux pas made regarding: gendered language, race, class and ability, how to apologize effectively.</p>

		<p>On Nov 19, 2021, we held mandatory presentations for all our staff on Preventing Workplace Harassment and Discrimination, presented by Ogletree Deakins. There were 2 sessions for staff and a separate session for managers. The goal of this training was to promote a respectful and professional workplace, and to prevent workplace discrimination and harassment.</p>
6	Internship Program	<p>News department implemented an Internship program, employing two part-time interns, students at Northern Michigan University for the winter 2022 semester. One worked learning the duties of a Multi-Media Journalist, and the other worked with our sports anchor & reporter, even putting together a package for on air.</p>